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Product Introduction

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Product

INTRODUCTION

The two authors addressing product have approached this aspect of the marketing mix from somewhat different perspectives. Christine Howe, Associate Professor at the University of Georgia, uses the example of "break dancing" to trace the steps in transforming an intangible experience into a consumable product. Richard Gitelson of the University of North Carolina follows up on the process by presenting two relatively easy and low cost evaluation tools which can serve to upgrade/modify the product offering. Product definition is a process which will help the developers conceptualize their results in a different perspective. The essence of such a process is determining differences from the competitors product which will attract and satisfy the consumer and produce a return visit.